

ABSTRACT OF THE DISCLOSURE

Described is a stable initial impact and continuous impact fragrance and/or benefit agent- imparting aqueous suspension of microencapsulated fragrance and/or benefit agent, e.g., malodour counteractant suspended in a non-confined fragrance-containing and/or benefit agent-containing liquid phase oil-in-water emulsion. On storage, the viscosity of the suspension undergoes a minimal increase over an extended period of time thereby avoiding undesirable agitation resistance during the blending of the suspension with other materials. The suspension is thus useful for imparting a benefit or an aroma to a consumable material such as a liquid anionic, cationic, non-ionic or zwitterionic detergent, a shampoo, a bodywash, liquid soaps, hair conditioners, skin lotions, anti-perspirants, deodorants or liquid fabric softener and/or conditioner compositions. Also described is a process for preparing such stable suspensions and apparatus for carrying out such process.